

LAKE HAVASU CITY, ARIZONA

CLASS SPECIFICATION

CLASS TITLE: Cablecast Producer

BAND	GRADE	
E	916	
DEPARTMENT: City Manager	ACCOUNTABLE TO: Communications/Inter-governmental Affairs Mgr	FLSA STATUS: Exempt
CLASS SUMMARY: Incumbent is responsible for assisting the Communications/Intergovernmental Affairs Manager in planning, developing, directing, coordinating and overseeing the programs and activities of Lake Havasu City's government television programming.		
DISTINGUISHING CHARACTERISTICS: This is a stand alone classification and is distinguished from other classes by its responsibility for the operation of the City's television programming.		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY	
1.	Assists in managing and directing the development and implementation of goals and objectives.	Daily	
2.	Coordinates with the manager to develop programming and schedule video projects; directs, coordinates, and reviews the work plan for the cable station.	Daily	
3.	Meets with staff to identify and resolve issues.	Weekly	
4.	Assists in developing, implementing and monitoring the cable annual budget.	Monthly	
5.	Manages activities with city officials and staff, departments, schools and other outside agencies, volunteers and non-profit organizations.	Weekly	
6.	Manages the development and operation of the city's cable television channel and its programming and operating policies and procedures.	Daily	
7.	Serves as producer, working with Communications/Intergovernmental Affairs Manager to include program development and content decisions.	Weekly	

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8.	Conducts research and develops programming including script development.	Weekly	
9.	Participates in meetings and ensure department/program or City's interests are represented. Serves as a liaison between the department/program and other departments and outside organizations and agencies. Represents the City in government television matters before the community, professional organization, etc.	Weekly	
10.	Prepares reports and correspondence as required.	As Required	
11.	Performs other duties of a similar nature or level.	As Required	

Knowledge (position requirements at entry):

Knowledge of:

- Principles and techniques of television/cable program development, production and broadcast;
- Multiple format video cameras and integration with existing switching and editing configurations;
- Linear and non-linear edit equipment;
- Hardware and software;
- Electronic news gathering techniques, theories and ethics;
- Live Multi-camera television productions;
- Multi-camera digital and tape formats;
- Multi-switchers, time based correctors, frame sync, and other integration hardware;
- Coaxial cable applications;
- Microphones, properties, and applications;
- Operating procedures, maintenance and capabilities of various types of video production equipment;
- Local access broadcasting and FCC regulations;
- Recordkeeping;
- Digital effects and titling equipment; and
- Municipal organization operations, services and programs.

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Skills (position requirements at entry):

Skill in:

- PC computer functions;
- Multi-camera digital and tape formats;
- Maintaining and troubleshooting all assigned equipment;
- Presentation skills and public speaking;
- Written and oral communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction; and
- Translating public policy issues into meaningful public messages.

Training and Experience (position requirements at entry):

Bachelor's degree in communications, public relations, public administration or a related field and three years of experience in television program development with experience in television production and broadcast; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing Requirements (position requirements at entry):

Position requires:

- Valid Arizona Driver's License.

Physical Requirements:

Positions in this class typically require: stooping, kneeling, crouching, crawling, reaching, standing, walking, lifting, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

Incumbents may be subjected to electrical currents.

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

Classification History:

Draft prepared by Human Resources (SM)

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